

MCA 507 D

ENTREPRENEURSHIP DEVELOPMENT

Module I: Understanding Entrepreneurship

Concept of Entrepreneurship, Motivation for Economic Development and Entrepreneurial Achievement, Enterprise and Society, Entrepreneurial traits and skills, Entrepreneurial success and failures, Mentoring.

Module II: Starting your own Business

Identifying Business opportunity - Business opportunities in various sectors, formalities for setting up business in manufacturing and services, Step by step approach to startup

Module III: Building a Business Plan

Decision for Entrepreneurial startup. Writing a Business plan, components of a Business Plan, determining Bankability of the project. Entrepreneurial Process,

Module IV: Funding and Entrepreneurial Finance

Sources of raising funds, Central/State level Institution promoting SME. Financial Management in small business. Marketing problems and Strategies, Talent Acquisition - problems and prospects and applicability of relevant laws in business,

Reference Books:

1. Entrepreneurial Development, S.S. Khanka, S Chand
2. Entrepreneurship, David H Holt, PHI
3. The Dynamics of Entrepreneurial Development & Management, Vasant Desai, HPH.
4. Entrepreneurship, Roy, Oxford
5. Entrepreneurship, Hisrich, Peters, Shepherd, TMH